SAFETY FIRST | SAFETY FIRST | SAFETY FIRST | SAFETY FIRST

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SAFETY FIRST "DON'TS"

Observe Them and Assist Us To Prevent Accidents

ABOVE ALL---DON'T TAKE ANY CHANCES

DON'T--

allow children to play in the streets. Tell them to keep their eyes open and listen when crossing street car tracks. They can't be too careful.

DON'T--

allow children to steal rides on wagons, carriages and automobiles. Their discovery by the driver often startles them into running in front of a moving street car.

DON'T--

cross street car tracks before looking both ways. Be sure no street car approaches from either direction, as you may be struck by the car on the other track.

DON'T--

talk to the motorman or attempt to distract his attention from the roadway ahead, for in so doing you endanger someone's life. "Safety First" applies to others as well as yourself.

DON'T--

pass behind a street car without first making certain another car, vehicle or automobile is not approaching from the opposite direction.

DON'T--

board or alight from a street car when it is in motion. Wait until the car comes to a full STOP. Your life may depend upon heeding this injunction.

DON'T--

be negligent or careless. We are operating our cars as carefully as we can. We desire you to co-operate and make travel on our lines absolutely safe.

DON'T--

fail to observe caution when driving an automobile or vehicle. A tire may burst, a wheel may skid. You can avoid our cars and keep off our tracks. Our cars can't codge.

EVERYBODY BELIEVES IN "SAFETY FIRST" WHEN THEY STOP TO THINK ABOUT IT

ACQUIRE THE ELECTRIC HABIT

THE SUPERLATIVE ECONOMY OF ELECTRIC POWER

Force and energy applied in doing useful work is universally designated as "power." Thus we have wind power, water power, steam power, electric power, etc., depending on the original source of energy, its means of transmission and its method of application. The latter—the method of application—is, however, the most significant in determining the economic value of any form of power.

METHODS OF APPLICATION DETERMINE POWER ECONOMY

Wind power and water power are highly efficient when applied directly to the work to be performed, except under special conditions, the former being too vacillating, the latter too unwieldy. Likewise, steam and other engine power is not sufficiently flexible for high economy when applied either directly or through mechanical transmission—direct application requiring a multiplicity of generating units, and line shafting, entailing frictional and other losses which assume substantial proportions in the case of large plants. On the other hand, it is in the application thereof that electric power demonstrates its superlative economy.

FACTOR OF FLEXIBILITY ALL IMPORTANT

Power economy results from the combined effect of various factors; the one most important, however, under modern industrial and manufacturing conditions, is "flexibility." It is this factor that serves to place electric power within the reach of all power users, regardless of the amount of power needed—be it one-fiftieth of a horsepower required to run the motor that turns the jeweler's lathe, or upward of fifty thousand horsepower for operating a steel rolling mill or an electric railway system. And, furthermore, it is this factor that permits the use of power in places and under conditions which absolutely preclude the use of any form of power other than eelctric power, thus enabling the accomplishment of tasks which could not be performed by any other means.

SIGNIFICANCE OF THE DECREASING COST OF ELECTRIC POWER

With electric power available, practically no accomplishment necessary for man's advancement, industrially or socially, need be left undone. The industrial history of recent years is replete with accounts of great achievements in every branch of the applied science. Wireless telegraphy, interurban electric railways and the Panama Canal are examples perhaps more familiar than others on account of their dominant magnitude. The accomplishments in the simpler walks of life, however, demonstrate more forcibly the real economy of electric power. Farms once wholly unprofitable are now being successfully operated by the use of electric motors. Thriving towns and cities, throbbing with the strong industrial life, now exist where not long since sandy desert stretched for miles, treeless and tenanted under rainless skies. And thousands of homes throughout the country now enjoy conveniences and comforts at a nominal expense which a few years ago could have been indulged in only by the possessors of the largest fortunes. All this has been rendered possible not so much by the development of electric power plants as by the availability of electric power at a continually decreasing cost.

THE PUBLIC SHOULD BE PERSISTENTLY EDUCATED

These facts, of course, are well known to engineers and large power users, but their real significance relative to the general industrial welfare is hardly appreciated by the majority of smaller operators. It is the attitude of such as these that is of greatest interest to the venders of electric power, and no effort should be spared to demonstrate to them a fact so easily demonstrable as its superlative economy and efficiency.

El Paso Electric Railway Company

Electric Building

Phone 2323

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